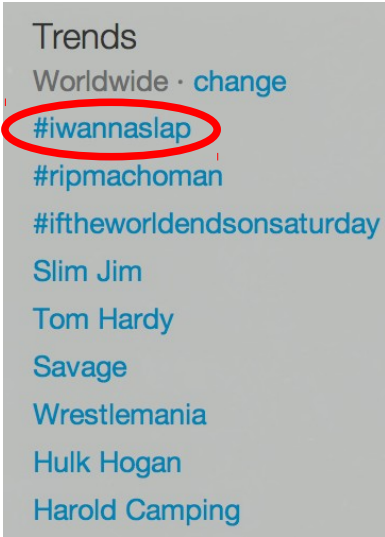


# A Tweet Consumers' Look At Twitter



1) This is what people produce on Twitter:



2) Is this also what people consume on Twitter? Seriously?



3) Central problem: how to find out what people consume? Assumption: because of manual refresh on Twitter.com, chances are high that people read what is on their homepage.

4) Perform Named Entity Extraction on tweets via injected code. Collect anonymized results centrally via Google Analytics.



5) Evaluate with Analytics: global ranking, pivot by country...

Event Action	Total Events
<a href="http://dbpedia.org/resource/Cannes">http://dbpedia.org/resource/Cannes</a>	10
<a href="http://dbpedia.org/resource/Philip_Roth">http://dbpedia.org/resource/Philip_Roth</a>	10
<a href="http://dbpedia.org/resource/Milan">http://dbpedia.org/resource/Milan</a>	9

Event Action	Total Events
<a href="http://dbpedia.org/resource/Cannes">http://dbpedia.org/resource/Cannes</a>	10

Data from May 18, 2011. In total 824 named entities were extracted on that day. 50 users.